



The Smart Screen Magazine

SCREENLAND

May

15c

20c in
Canada

Katharine
Hepburn

NEW CONTEST!

Gifts from
MARION DAVIES,
CLARK GABLE, HELEN HAYES, MYRNA LOY,
JEAN PARKER, MADGE EVANS—See Page 20

Charles Shaloon



WHAT A *truly*
Amazing **DIFFERENCE MAYBELLINE** *does* **MAKE..**

Stylists and beauty authorities agree. An exciting, new world of thrilling adventure awaits eyes that are given the glamorous allure of long, dark, lustrous lashes . . . lashes that transform eyes into brilliant pools of irresistible fascination. And could this perfectly obvious truth be more aptly demonstrated than by the above picture?

But how can pale, scanty lashes acquire this magic charm? Easily. Maybelline will lend it to them instantly. Just a touch of this delightful cosmetic, swiftly applied with the dainty Maybelline brush, and

the amazing result is achieved. Anyone can do it—and with perfect *safety* if genuine Maybelline is used.

Maybelline has been proved utterly harmless throughout sixteen years of daily use by millions of women. It is accepted by the highest authorities. It contains no dye, yet is perfectly tearproof. And it is absolutely non-smarting. For beauty's sake, and for *safety's* sake, obtain genuine Maybelline in the new, ultra-smart gold and scarlet metal case at all reputable cosmetic dealers. Black Maybelline for brunettes . . . Brown Maybelline for blondes. 75c.

MAYBELLINE CO., CHICAGO



Maybelline

THE NON-SMARTING, TEAR-PROOF, PERFECTLY SAFE MASCARA

THE CUNEO PRESS, INC., CHICAGO

"DODGING TRAFFIC TAKES

HEALTHY NERVES, TOO,

MR. HOCKEY PLAYER__"



Miss Ruth Dodd

of New York, says:

"Those of us who have to walk along city streets also know real nerve strain. Trolleys — traffic whistles — trucks and taxis bearing down on you — it's enough to make nerves jump. I enjoy a smoke any time and smoke steadily. My cigarette? Camels. They're milder — and they don't interfere with healthy nerves."

Captain "Bill" Cook of the New York Rangers, 1933 Champion Hockey Team, says:

"A hockey player can't afford to have 'nerves.' I smoke only Camels. They have a taste that sure hits the spot. I find that Camels never get on my nerves or tire my taste."




HOW ARE YOUR NERVES?

Few are those today who have not been face to face with the "jangled nerves" that our modern, high-speed life is blamed for!

You know the signs — tenseness, irritability. Feelings that are hard to control. Fussy little habits like key-rattling...hair-mussing...pencil-tapping. All are signs of nerves that flinch.

Check up now on *your* habits that may cause jumpy nerves. The way you eat and sleep. Your work and play. And get a fresh slant on smok-

ing by making Camels your smoke.

 **Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand.**

You'll find Camels rich in flavor — yet mild and delicate. Smoking will have a new zest. And each Camel renews the enjoyment...the full, satisfying taste...the pleasure of smoking at its best!



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CAMEL'S COSTLIER TOBACCOS

*Never get on your Nerves
Never tire your Taste*